Good afternoon,

My name is Moses Sim, and today, I’m here to present to you the various insights and findings regarding business performance and potential expansion prospects that I have derived from this data visualization task.

Before I continue, I would like to assure everyone here today that the findings today can be trusted to be reliable and as error-free as possible, as I have ensured that data pre-processing steps, such as the removal of empty or invalid data, were carried out before the data was loaded into the software.

Question 1

From the data, we can observe that our business faces stagnant revenues in the first 2 Quarters of the year, from January till June, with sharp drops in revenue occurring in February and April as well.

In the latter quarters of the year, business performance looks much better, with a strong growth in revenue occurring until finally peaking in the month of November.

Unfortunately, due to incomplete data for the month of December, no conclusions or inferences can be derived from it.

All in all, conclusions regarding seasonality that can be drawn from the data are that the business performs better in the latter 2 quarters of the year as opposed to the first 2 quarters.

Thus, I recommend that we investigate into improving business performance in the first 2 quarters.

Question 2

From the data, we can see that the countries that the company has the best performance in are the Netherlands, Ireland, Germany, France, and Australia in the top 5 followed by Sweden, Switzerland, Spain, Belgium, and Norway.

Question 3

From the data, we can see the top 10 customers by revenue and their corresponding customer ID tags associated with them. From the data, we can see that, especially for our top 5 customers, the company does have a few big spenders that we should focus our efforts on ensuring that they are satisfied and continue to do business with us.

Question 4

From the data, we can see that the regions with the greatest demand for our products is Western Europe, specifically countries such as the Netherlands and Ireland. In addition, Australia is also another potential region for expansion.

Thus, the business should focus on expansion strategies targeting these regions.

We’ve now come to the end of my presentation, if you have any other further questions or queries, I’d be happy to answer them.

Thank you.